

TEA AND OTHER HOT DRINKS – UK – 2023

The category faces a growing need to reaffirm its relevance to needstates beyond offering comfort, as it looks ahead beyond the income squeeze.



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Tea And Other Hot Drinks - UK - 2023

This report looks at the following areas:

- The impact of the rising cost of living on the tea and other hot drinks market, including trading down within the category
- Key trends in recent launch activity and future opportunities
- Usage of tea and other drinks by type, including key demographics
- Choice factors when buying tea, including the importance of familiar brands and health benefits
- Consumer behaviours and attitudes related to tea and other hot drinks. This includes opportunities for both less-sweet and added-health hot chocolate, and cold tea



The category faces a growing need to reaffirm its relevance to needstates beyond offering comfort, as it looks ahead beyond the income squeeze.

Overview

The income squeeze has prompted trading down in the market, but also made tea and hot chocolate's comforting connotations particularly pertinent. As consumer confidence improves, there is a growing need for the category to remind consumers of its relevance to other needstates beyond comfort.

Current younger generations are less engaged with tea than older ones, with lower usage outside mornings and a higher tendency to see tea as a cold weather drink. This leaves the tea category increasingly vulnerable to competition from other drinks in the long term and dials up the need to explore relevant health benefits and formats.

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Untapped opportunities abound in better-for-you hot chocolate, with a sizeable interest in variants with health benefits and relaxing ingredients. Cold tea-based drinks hold potential for combatting tea's reliance on weather, while its image as an affordable gift holds further potential, particularly in the short term.

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Report Content

Key issues covered in this report

- Overview

EXECUTIVE SUMMARY

Opportunities for the tea and other hot drinks market

- Better-for-you chocolate holds untapped potential
- Cold tea-based drinks offer scope to engage the young
- Affordable gifting offers further opportunities for tea

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